



## *Report to the Auburn City Council*

Action Item
Agenda Item No. 3
City Manager's Approval

**To:** Mayor and City Council Members  
**From:** Lance E. Lowe, AICP, Associate Planner *LEL*  
**Date:** October 26, 2009  
**Subject:** 2010 Census Complete Count Committee Participation and Authorization to Submit a 2010 Census Partnership Agreement Form

### *The Issue*

Should the City Council authorize: 1) Participation in the 2010 Complete Count Committee; and, 2) Staff to submit a 2010 Census Partnership Agreement Form on behalf of the City?

### *Conclusions and Recommendation*

Staff recommends that the City Council take the following action:

- A. By Resolution, authorize City designated staff to participate in the Complete Count Committee and authorize staff to submit a 2010 Census Partnership Agreement Form on behalf of the City of Auburn (**Attachment 1**).

### *History/Background*

Census Day is April, 1, 2010. Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010; many households will receive a replacement questionnaire in early April. Census workers also will visit households in May through July 2010 that do not return questionnaires. According to the Census Bureau, census data compiled by both the questionnaire and Census workers is used to determine the following (**Attachment 2**):

- Every year, more than \$300 billion in federal funds are awarded to states and communities based on census data. That's more than \$3 trillion distributed over a 10-year period.
- Census data guide local decision-makers in important community planning efforts, including where to build new roads, hospitals, and schools.
- Census data affect your voice in Congress. The census determines how many seats each state will have in the U.S. House of Representatives as well as the redistricting of state legislatures, county board of supervisors and city councils, and voting districts.

A Complete County Committee (CCC) has been established, including representatives of Placer County, Placer County Office of Education, City of Colfax, City of Lincoln, Town of Loomis, City

of Rocklin, United Auburn Indian Rancheria, Placer County Health & Human Services, Community Collaborative of Tahoe Truckee, and the U.S. Census Bureau. The CCC's primary focus is to promote the 2010 Census in Placer County and to ensure that every resident in the County is counted. To this end, Complete Count Committees may take on a number of activities, including, but not limited to:

- Allocate funds for the CCC and assign a staff person to work with the committee;
- Identify areas of the community that you want to target, either a geographical area or a population group that might be hard to count;
- Use a 'grassroots' approach, working with community based organizations and groups who have direct contact with residents, especially those who may be hard to count;
- Create promotional materials and products customized for the area; and,
- Implement special events such as a Census Day "Be Counted" parade.

The CCC will be submitting a Census Partnership Agreement Form for Countywide Census related activities.

Individually, Placer County and City's and other agencies within Placer County may also submit individual 2010 Census Partnership Agreement Forms to the U.S. Census Bureau. The application provides an array of activities that may be implemented to ensure that Census 2010 information is disseminated in the City. As presented, the City's draft application commits that the City will undertake the following fourteen (14) activities (**Attachment 3**):

1. Use 2010 Census drop-in, messages and logos in newsletters, mailings, and other in-house communications (e-mail, Web site, etc.);
2. Appoint a liaison to work with the Census Bureau;
3. Encourage employees and constituents to complete and mail in their questionnaire;
4. Display and/or distribute 2010 Census promotional materials;
5. Identify job candidates and/or distribute and display recruiting materials;
6. Put the 2010 Census on the agenda at meetings and/or allow presentations by Census Bureau staff;
7. Organize and/or serve as a member on a Complete Count Committee;
8. Allow the Census Bureau to post your organization's name on the 2010 Census Web site;
9. Link to the 2010 Census Web site from your organization's Web site;

10. Use and distribute educational materials;
11. Issue a public endorsement for the 2010 Census and send an endorsement to members, chapters, or affiliates;
12. Participate in 2010 Census partnership kick-off meetings;
13. Highlight key 2010 Census partnership kick-off meetings; and,
14. Volunteer or participate in Census Bureau sponsored events.

2010 Census Partnership Agreement Forms will be received by the Census Bureau until December 1, 2009. Due to funding limitations, it is advised that applications be submitted early.

**Alternatives Available to Council; Implications of Alternatives**

1. Adopt the Resolution authorizing City designated staff to participate in the Complete Count Committee and direct Staff to submit a 2010 Census Partnership Agreement Form on behalf of the City of Auburn.
2. Do not adopt the Resolution; or,
3. Provide further direction to Staff.

**Fiscal Impacts**

Costs will be incurred resulting from staff time to attend meetings, coordinate Census activities, and print and distribute Census materials. However, in consultation with representatives of the Census Bureau, based upon funding availability, applicant vendors may be reimbursed up to \$2,999 for materials (i.e. copies, banners, etc.).

**Additional Information**

Please see the following attachments for more details:

**ATTACHMENTS –**

1. Resolution Authorizing City Participation in the Complete County Committee & Submittal of a 2010 Census Partnership Agreement Form
2. United States Census 2010 Brochure
3. 2010 Census Partnership Agreement Form



# ATTACHMENTS

# ATTACHMENT 1

RESOLUTION NO. 09-\_\_\_\_\_

## RESOLUTION OF THE CITY OF AUBURN AUTHORIZING CITY PARTICIPATION IN THE COMPLETE COUNT COMMITTEE AND AUTHORIZATION TO SUBMIT A 2010 CENSUS PARTNERSHIP AGREEMENT FORM

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A. Whereas, Article I, Section 2 of the United States Constitution mandates a headcount every 10 years of everyone residing in the United States; and,

B. Whereas, the next decennial census of the population will be conducted in 2010; and,

C. Whereas, the Census is vital to our community in that it determines the apportionment of seats in the United States House of Representatives, as well as redistricting of the state legislature, county boards of supervisors, city councils, and voting districts; and,

D. Whereas, more than 300 million per year in Federal funding is allocated to tribal, state, and local governments based upon census data; and,

E. Whereas, the Census is used to help determine where to locate schools, daycare centers, roads and public transportation, and hospitals and other facilities, and is used to assist in making decisions concerning business growth and housing needs; and,

F. Whereas, the 2010 Census will create jobs that stimulate economic growth and increase employment; and,

G. Whereas, Census information is confidential and Federal law prohibits any public or private agency from gaining access to confidential Census data; and,

1  
2 H. Whereas, in the City of Auburn, the City is committed to a full and  
3 accurate Census count, and are placing special emphasis on enumerating  
4 members of population groups traditionally undercounted.  
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6 THE CITY COUNCIL OF THE CITY OF AUBURN DOES HEREBY RESOLVE:  
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8 1. The foregoing recitals are hereby true and correct;  
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10 2. The Auburn City Council finds that the actions as set forth in this  
11 Resolution are in the public interest and necessary to the public health, safety,  
12 and welfare;  
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14 3. The City of Auburn does hereby declare Census 2010 a top priority for the  
15 City of Auburn and support's the jurisdictions "Complete Count Committee", by  
16 designating staff to serve on the Complete Count Committee.  
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18 4. The City of Auburn commits to activities enumerated in the 2010 Census  
19 Partnership Agreement Form.  
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DATED: October 26, 2009

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J.M. Holmes, Mayor

ATTEST:

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Joseph G. R. Labrie, City Clerk

I, Joseph G. R. Labrie, City Clerk of the City of Auburn, hereby certify that the foregoing resolution was duly passed at a regular meeting of the City of Auburn held on the 26<sup>th</sup> day of October, 2009 by the following vote on roll call:

Ayes:  
Noes:  
Absent:

\_\_\_\_\_  
Joseph G. R. Labrie, City Clerk

## ATTACHMENT 2

# United States<sup>®</sup> Census 2010

The U.S. Census Bureau  
is issuing a call to action for  
every resident of our nation:  
**“BE COUNTED IN 2010.”**

## The Census: A Snapshot

- **What:** The census is a count of everyone residing in the United States.
- **Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- **When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on this day. More detailed socioeconomic information will be collected annually from a small percentage of the population through the **American Community Survey**.
- **Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts and determine representation in the U.S. House of Representatives.
- **How:** Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010; many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

## A Complete Count: The Importance of Census Data

- Every year, the federal government can allocate more than \$300 billion to states and communities based, in part, on census data.
- Census data guide planning for new hospitals, roads, job training centers, schools and more.
- Census data are used to determine the need for additional social services, block grants and other grant programs essential to many communities.
- Census data inform a diverse range of local initiatives, from justifying the need for an after-school program to designating urban revitalization areas.

## 2010 Census Questionnaire: Quick, Easy and Confidential

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

## THE 2010 CENSUS IS IMPORTANT.

It determines the distribution of more than \$300 billion annually of government funding for critical community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

## YOU CAN MAKE A DIFFERENCE.

As an influential elected official, you can raise awareness of and encourage participation in this historic event. By doing so, you can help your constituents receive their fair share of federal funds, census jobs and congressional representation.



2010 CENSUS  
IT'S IN OUR HANDS



## Become a 2010 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- ▲ Spread the word about temporary census jobs in your community.
- ▲ Ensure accurate census data, which inform important funding decisions you make on behalf of your community.
- ▲ More accurately represent your constituents' interests.

## Take Action for Your Community and Country

As a partner, you will play an important role in making the 2010 Census successful by encouraging people in your community to take part in the count. You can:

- ▲ Issue a proclamation or other public endorsement of the 2010 Census.
- ▲ Conduct "town hall" meetings or other events to encourage census participation.
- ▲ Help recruit census workers in your community.
- ▲ Provide space for Be Counted and Questionnaire Assistance Centers or for testing and training census employees.
- ▲ Create a Complete Count Committee (CCC) in your area and invite other influential community leaders and elected officials to join you in the effort to increase census participation.

## 2010 Census Timeline: Key Dates

<b>Fall 2008</b>	Recruitment begins for local census jobs for early census operations.
<b>Spring 2009</b>	Census employees go door-to-door to update address lists nationwide.
<b>Fall 2009</b>	Recruitment begins for census takers to support peak workload in 2010.
<b>February - March 2010</b>	Census questionnaires are mailed or delivered to households.
<b>April 1, 2010</b>	Census Day.
<b>May - July 2010</b>	Census takers visit households that did not return a questionnaire by mail.
<b>December 2010</b>	By law, Census Bureau delivers population counts to the president for apportionment.
<b>March 2011</b>	By law, Census Bureau completes delivery of redistricting data to states.



**A COMPLETE AND ACCURATE COUNT  
IS IN OUR HANDS.**

For more information about the 2010 Census, go to [2010census.gov](http://2010census.gov).

2010 CENSUS

IT'S IN OUR HANDS



## IT'S IN OUR HANDS

### 2010 Census Partnership Agreement Form

Thank you for becoming an official 2010 Census partner! The U.S. Census Bureau appreciates your support in ensuring the success of this monumental effort.

Your support as a 2010 Census partner is important. Here's why:

- Every year, more than \$300 billion in federal funds are awarded to states and communities based on census data. That's more than \$3 trillion distributed over a 10-year period.
- Census data guide local decision-makers in important community planning efforts, including where to build new roads, hospitals and schools.
- Census data affect your voice in Congress. The census determines how many seats each state will have in the U.S. House of Representatives as well as the redistricting of state legislatures, county and city councils, and voting districts.

The goal of the Census Bureau's partnership program is to combine the strengths of local governments, community-based organizations, faith-based organizations, schools, media, businesses and others, to ensure a complete and accurate 2010 Census. The Census Bureau will provide promotional materials, regular updates and data assistance to partners to assist in this effort. Together, through this partnership, we can ensure the 2010 Census message is delivered to every corner of the nation. **Achieving a complete and accurate 2010 Census is in our hands.**

**There are many ways your organization can get involved and support the 2010 Census:**

*\*Please check activities in which you are interested in participating.*

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Use 2010 Census drop-in articles, messages and logos in newsletters, mailings, and other in-house communications (e-mail, Web site, etc.).</li><li><input checked="" type="checkbox"/> Appoint a liaison to work with the Census Bureau.</li><li><input checked="" type="checkbox"/> Encourage employees and constituents to complete and mail their questionnaire.</li><li><input checked="" type="checkbox"/> Display and/or distribute 2010 Census promotional materials.</li><li><input checked="" type="checkbox"/> Identify job candidates and/or distribute and display recruiting materials.</li><li><input type="checkbox"/> Provide space to test job applicants.</li><li><input type="checkbox"/> Provide space to train new employees.</li><li><input type="checkbox"/> Provide space for Be Counted sites and/or Questionnaire Assistance Centers.</li><li><input type="checkbox"/> Provide volunteers for census promotional events.</li><li><input checked="" type="checkbox"/> Put the 2010 Census on the agenda at meetings and/or allow presentations by Census Bureau staff.</li><li><input checked="" type="checkbox"/> Organize and/or serve as a member on a Complete Count Committee.</li><li><input type="checkbox"/> Sponsor community events to promote participation in the 2010 Census.</li><li><input checked="" type="checkbox"/> Allow the Census Bureau to post your organization's name on the 2010 Census Web site.</li><li><input checked="" type="checkbox"/> Link to the 2010 Census Web site from your organization's Web site.</li></ul> | <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Use and distribute educational materials.</li><li><input type="checkbox"/> Participate in a speakers bureau for the 2010 Census.</li><li><input type="checkbox"/> Provide a translator and/or translate 2010 Census materials.</li><li><input checked="" type="checkbox"/> Issue a public endorsement for the 2010 Census and send an endorsement to members, chapters or affiliates.</li><li><input type="checkbox"/> Place 2010 Census articles in your newspapers/newsletters/magazines. Write census editorials, and cover census events/programs. Donate space for census advertisements.</li><li><input type="checkbox"/> Air 2010 Census PSAs and B-Roll, and cover census events/programs.</li><li><input type="checkbox"/> Engage regional and local chapters of your organization.</li><li><input type="checkbox"/> Provide speaking opportunities and exhibit space at conferences or trade shows.</li><li><input checked="" type="checkbox"/> Participate in 2010 Census partnership kick-off meetings.</li><li><input checked="" type="checkbox"/> Highlight key 2010 Census operational events in newsletters or other publications.</li><li><input checked="" type="checkbox"/> Volunteer or participate in Census Bureau-sponsored events.</li><li><input type="checkbox"/> Other: _____</li></ul> |
|---|--|

We would like to acknowledge your organization as a partner for the 2010 Census. Please fill out the information below so we can keep you and your organization updated on what's happening with the 2010 Census communications campaign, send you updates on relevant events and activities and provide you with outreach materials.

Name: Lance E. Lowe, AICP  
Title: Associate Planner  
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Phone: 530-823-4211 ext. 103  
E-mail: llowe@auburn.ca.gov  
Signature: \_\_\_\_\_  
Date: Oct. 26, 2009

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

**Congratulations and thank you again for being an official 2010 Census partner! Together, through this partnership, we can ensure a complete and accurate 2010 Census.**

